Merit Changes Smoking.

1979

'Enriched Flavor' cigarette sparks whole new taste era in low tar smoking.

Not too long ago, smokers believed that "if a cigarette had less tar, it had less taste too." Low tar cigarettes simply didn't taste very good.

Then along came MERIT and a whole new taste idea called 'Enriched Flavor' tobacco. And in three short years, smoking changed:

1. No other new cigarette in the last 20 years has attracted so many smokers as quickly as MERIT!
2. MERIT has swept past over 50 other brands in record time.
3. MERIT is continuing to attract high tar smokers—the most taste-conscious smokers of all!

It's clear: MERIT taste is changing attitudes toward low tar smoking.

MERIT
Kings & 100's

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Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Kings: 8 mg "tar," 0.6 mg nicotine—100's: 11 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report May '78

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Source: https://www.industrydocuments.ucsf.edu/docs/tnvl0000